



January 23,
2017

Main Street Monday!

Many of your organizations will now begin to focus on 2017. One area of importance is creating or updating work plans. Here are 10 simple things your Economic Vitality Committee can do right away.

1. Establish a relationship with every business in the district (and those outside too!)
2. Meet individually with every business and explain what Main Street can do for them and ask them what their business needs to thrive. (Customers is not the answer)
3. Schedule a meeting for all the merchants to discuss and share their activities. Perhaps an early morning coffee chat. It could be quarterly or whatever works best for your committee and them.
4. Host a Small Business development Center workshop for merchants.
5. Conduct a secret shopper program and provide feedback to the merchants.
6. Host a retail expert to speak
7. Create an opportunity event such as sip and stroll, Wine about Winter or one that has recently been a big hit, a chocolate walk.
8. Identify businesses that are not open during events. Meet with them and find out why and invite them to be involved to learn the benefits. And the benefits of later hours.
9. Develop or enhance a cost effect cross promotion campaign.
10. Have a window display contest with or without **a theme. (You'll be surprised how their windows will change)** and provide them with a sign that declares them the winner.

Certification documents have arrived and I have begun the process of assessing all of the submissions. This is a lengthy process as most of you know. I would like to have them done before you arrive for the winter conference, but I make no promises.

Preservation Grants Application Deadline: February 1

National Trust Preservation Fund grants range from \$2,500 to \$5,000 and have included engineering and architectural consulting services; tours accessible via smart devices; & market studies aimed at prioritizing preservation objectives. [Apply now.](http://forum.savingplaces.org/build/find-funding) <http://forum.savingplaces.org/build/find-funding>

More grant info on page 2

Celebrate Today

Get To Know Your Customers Day

The third Thursday of each quarter (January, April, July & October) is observed as Get To Know Your Customers Day. This is a day for merchants and local business owners to reach out to their patrons and get to know them a bit better.

Customers can also take this opportunity to celebrate the holiday in "vice versa" by introducing themselves to the store owners, clerks, servers and merchants that they meet throughout the day. Strengthening the ties in your community and increasing the interaction amongst all its members is always a cause for celebration!

Since we missed January, February would be a great time to start and it could be part of "Love Your Downtown" celebration!



Here is a great article in case you didn't see it a while back. It is a great site to share with others.



Six Practical Reasons to Save Old Buildings



<https://savingplaces.org/stories/six-reasons-save-old-buildings#.WHa50NlrdU>



Farmers Market Promotional Program (FMPP)

Deadline: March 27, 2017

Funding Amounts: Up to \$250,000 or \$500,000 depending on the project - no match required!

Eligible Entities: Farmer markets, agricultural businesses, community supported agriculture (CSAs), economic development corporations, local and tribal governments, non-profits, producer networks, producer associations, and public benefit corporations

Links: <https://www.ams.usda.gov/services/grants/fmpp>

<https://www.ams.usda.gov/services/grants/fmpp/awards>

Overview: The Farmers Market Promotion Program provides grants to successful applicants for projects that promote innovative ways to promote new market opportunities for direct producer to consumer sales. The purpose/objectives of the FMPP grant program are "to increase domestic consumption of and access to locally and regionally produced agricultural products; and to develop new marketing opportunity for farm operations serving local markets by developing, improving, and providing outreach, training, and technical assistance". The funds can pay for a broad range of activities including advertising, marketing campaigns, personnel, education, training, outreach, and some equipment. The earlier you start the process; the better application you can prepare!

Local Food Promotion Program Grant (LFPP)

Deadline: March 27, 2017

Funding Amount: Up to \$500,000 - 25% match required

Eligible Entities: Agricultural businesses and cooperatives; Producer networks and associations; Community supported agriculture networks and associations; Other agricultural business entities (for-profit groups); Nonprofit and public benefit corporations; Economic development corporations; Regional farmers' market authorities; and Local and tribal governments

Links: <https://www.ams.usda.gov/services/grants/lfpp>

<https://www.ams.usda.gov/services/grants/lfpp/awards>

Overview: Local Food Promotion Grants can be used for planning or working capital to support businesses that act as an intermediary between producers and consumers by acting as part the supply chain by aggregating, storing, processing, and/or distributing local food products.

* **Planning Grants** are designed to help agriculture businesses and local communities conduct feasibility studies, do market research, and develop business plans to determine the viability of local and regional business enterprises. Planning grants must be completed within an eighteen-month time frame.

* **Implementation Grants** are designed to provide technical support and to help expand new local and regional food enterprises; and/or to improve and grow the abilities of existing local or regional food enterprises. LFPP grants must be completed in a three-year time frame. Some examples of activities that LFPP Implementation Grants will fund training and technical assistance; marketing and outreach; working capital and purchase needed equipment; and new information technology systems.

Value Added Producer Grant (USDA-Rural Development)

Deadline: Expected to Open Early 2017

Funding Amounts: Planning-\$75,000; Working Capital-\$250,000

Eligible Entities: Agricultural producers and producer groups

Links: <http://www.rd.usda.gov/programs-services/value-added-producer-grants>

Overview: The Value Added Producer Grant (VAPG) program is for farmers who add value to their farm product. Included in this is change in physical state (think milk to cheese, cow to hamburger, berries to jelly), marketing locally (selling locally for more profit), or produced in a manner than enhances value (grassfed, organic, or sustainable). It requires a dollar-for-dollar match and is paid on a reimbursement basis, but some of the match can be in-kind. VAPG requires the applicant to have a business plan to apply. If you are interested in applying contact us for more information, we are here to help!

KCARD's Agribusiness Grant Facilitation Program has additional resources to help step you through the application process. Let us know if you are interested in applying, we are here to help!

UP coming webinars



Let CDFA help you reach your redevelopment goals in 2017!

Ready to redevelop that brownfield property but not sure how to finance it? Let CDFA's financing experts provide free recommendations for your project!

Opportunities are now available for on-site technical assistance through **CDFA Brownfields Project Response Teams**. CDFA staff and advisors will travel to your community to tour the site, meet with stakeholders, and provide financing recommendations. Take a look at some of the **communities we've assisted**.

How to get started? Present your project to our financing experts during **CDFA's Online Project Marketplace** so we can learn about your project and provide some preliminary recommendations.

Join us on February 1 to learn more!

If you are interested in learning more about CDFA's Brownfields Technical Assistance Program, join us for a free webinar on **Wed, February 1, 2017 at 1:00pm Eastern**. Learn about how you can take advantage of this free financing expertise for your project!

>>> Register for the Webinar <https://www.cdfa.net/cdfa/webcasts.nsf/register>

CDFA's Brownfields Technical Assistance Program is primarily focused on financing the reuse of the brownfield site. Our partners provide resources and expertise related to revolving loan funds, tax credits, tax increment finance, and other effective financing tools.

Get Engaged! Contact **Emily Moser**.
emoser@cdfa.net



Walkable communities are most successful when people come together to create a place where every person has safe, accessible and enjoyable active transportation. How can walking advocates work with other sectors to create vital and vibrant communities for the future? Join us on **February 8th at 2pm Eastern** as we explore the ["Path to a Walkable Future."](#) This webinar assumes a basic knowledge of issues related to walking and walkable communities.

The webinar will feature speakers from Strategies 360, pathVu, LA-Más and BikeSD. Attendees will:

- Explore the role walking and walkability has on creating sustainable communities
- Learn about coalitions and partnerships that have worked in creating walkable communities

Hear how different sectors and industries are engaging in the topic of walkable communities.

<https://attendee.gotowebinar.com/register/1778445044396685571>

Something to R & D in your community.

THEY'RE HERE! Renaissance Covington is proud to partner with [Giving Tee Inkery](#) to bring [#lovethcov](#) shirts to our community! 50% of the profits of the tees will go back to Renaissance so help in supporting Renaissance Covington with these awesome tee shirts! [#https://www.givingteeinkery.com/.../t-s.../products/love-the-cov](https://www.givingteeinkery.com/.../t-s.../products/love-the-cov) [#lovethcov](#) [#supportlocal](#)



Purchasing this tee will help RCOV revive this beloved city!



Plan now to attend the Trail Town Summit!

KYMS will be in DC for Preservation Advocacy Days, but will be represented at the event. If you are a trail town or hope to be one this is a great opportunity to learn more.

March 15 at 9:30 AM to March 16th 1:30 PM

[Morehead Conference Center](#)

111 East Main Street

[Tickets Available](#) ktia.memberclicks.net

Also in Morehead



The restoration of the mural formerly located in the old Morehead Post Office and current police station, is going well and nearing completion. Sam McKinney and Steve Graves have been working meticulously on the 1936 painting, entitled "Rural Free Delivery" by Berea native Frank W. Long. McKinney and Graves hope to have it finished in the coming weeks and we hope to be able to have it on public display soon.

A great observation from Harrodsburg director, Julie Wagner on Saturday's event around the nation. "Every march that took place today happened in a Downtown. Downtowns are still the cultural core of every community and the community's gathering spot! These marches show how important our downtowns are!"

Her statement even caught the eye of Donovan Rypkema a leader in the economics of downtown revitalization based in historic preservation.

[Donovan Rypkema](#) Great observation, [Julie R. Wagner](#)!

More evidence that downtowns are the place of "ownership" that has nothing to do with who holds the deed to the property. "This is my downtown" is the expression of that ownership. Nobody says, "this is my strip shopping center" nor does anyone hold a protest, a celebration, a parade there...that happens in downtown. Thanks for reminding us!





2017 PastForward Call for Ideas

What: PastForward is the premier educational and networking event for those in the business of saving places, and we're looking for your input. [Submit](https://pastforwardconference.org/pastforward2017/infobooth/209402/58439) <https://pastforwardconference.org/pastforward2017/infobooth/209402/58439> an idea **before February 15** for Learning Labs or Power Sessions, suggest an inspiring speaker you think should be part of this year's conference or an exhibitor that needs to be in the Preservation Studio. (For an idea of what PastForward programming looks like, [watch session videos from last year's conference](https://www.youtube.com/watch?v=Zp0iGgi8PFI&list=PLk9GN_xSQe42Yo2ijnPVoyNvVd6iMqYsA).) https://www.youtube.com/watch?v=Zp0iGgi8PFI&list=PLk9GN_xSQe42Yo2ijnPVoyNvVd6iMqYsA

When: [PastForward 2017](#) takes place Nov. 14-17 in Chicago, but the planning is already well underway. Idea submissions will be reviewed starting late January 2017 and notifications will be sent out in the spring.

Content Themes: While we will consider any suggestions we are particularly interested in programming around the following three themes: **ReUrbanism**—especially preservation's role in creating economically and environmentally sustainable, equitable, and healthy communities. **Technology**—applying the next generation of technological applications to the work of saving places. **Health**—better understand and advocate for the physical and psychological benefits of older and historic places.

[Submit your ideas](#) by **February 15**. <https://www.surveymonkey.com/r/S6F7QFN>



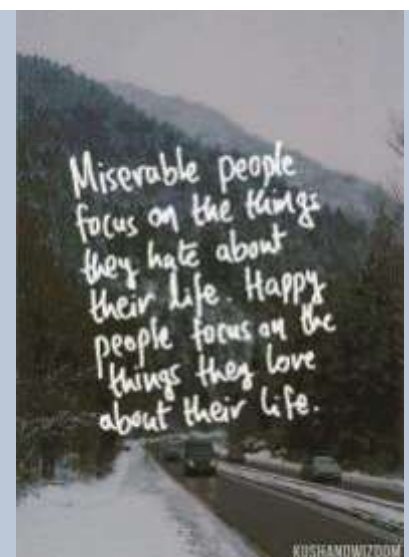
SAVE THE DATE!

Calling all innovators, business leaders and civic champions! The application for the 2017 [Innovation on Main Street Award](#) is now open, along with two new Main Street Leadership Awards: [Business Leadership](#) and [Main Street Hero](#).

The **Innovation on Main Street Award** is now in its third year and this will be the first time in over five years that we are offering **Leadership Awards**. All three awards will be presented during the Closing Plenary of the 2017 Main Street Now Conference in Pittsburgh on Wednesday, May 3.

The application is open through March 8. [Learn more and apply!](#)

<http://www.mainstreet.org/main-street/awards/>



This is a training opportunity for Main St. programs

March 31: Historic Preservation Symposium at Singletary Center for the Arts Recital Hall

Conflict, Violence, and Preservation: Interpreting difficult history

The built environment is, and always has been, shaped by the beliefs, ideologies, and values of those in the present. At the same time, each generation must come to terms with the environment produced by its forebears, determining which **elements of the previous generation's legacy will remain standing and which will be torn down, paved over, or otherwise removed**. In a very real sense, when designers, planners, preservationists, and others make these decisions, they determine which pieces of the past will be allowed to tell their stories, which histories should be prioritized, and which narratives will shape the interactions that take place within the built environment of future generations. Sites strongly associated with violence, discrimination, or tragedy represent a unique subset of historic sites; they tell stories that everyone in the present may not always want to hear. Designers and preservationists seeking to recognize the events that occurred in a location, while also allowing that same site to serve the needs of a living city, often face very difficult challenges.

The 2017 Historic Preservation Symposium will explore the challenge of interpreting historic sites that reflect a legacy of racial, religious, gendered, cultural or class-oriented discrimination, as well as those that reflect violent or tragic history. The event will explore the modern place of artifacts of the past that represent actively contested histories; it will explore the role of design in the process of interpretation; and it will ask whether we can learn the lessons these places offer if they are not present in the landscape.



Get ready for
Chocolate!

The 7th annual event
will take place in
downtown LaGrange!



As you start to plan for summer music events don't forget to plan for your BMI and ASCAP license. This covers parades, concerts, etc. The license runs from year to year so you may want to get it in June to cover you from June 1, 2017 to June 1, 2018.



Training and Strategic Planning have been taking place at the Heart of Danville.

Now End Hunger KY!
 #PayItForward #PayWhatYouCan #Volunteer

OPEN

Everyday Grace Café

Grace Café is a nonprofit, pay-what-you-can restaurant providing food security for everyone in our community with delicious, fresh, farm-to-table, nutritious meals.

Lunch Monday – Friday 11am–2pm
 Family Breakfast Saturday 8am–11am
 Sunday Brunch 11am–2pm

219 S. 4th St. Danville, KY. **#YUM**
 gracecafeKY.org | 859.209.2529 | info@gracecafeKY.org

FOOD. GRACE. LOVE. DIGNITY. ENJOY. ENJOY. ENJOY!



Grace Café is a great new business in downtown Danville. It is located in this building on 4th Street



Love Danville's open signs that are similar to those in Bardstown. They give such a nice appearance to the street.



Never know what you'll find when you walk through an alley. I had never seen this theatre before!



Plank is another new business on Main Street in Danville. Exercise, smoothies, and more!

This quote sums up Main Street volunteers! Thank you for being committed and making a difference in your community!!!



Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has.
 Margaret Mead

If you've not been to Frankfort in a while there are two new restaurants downtown on Main Street!



B's Bakery is open for breakfast and lunch. In addition to a cool interior and great food they also have treats for your pup. Frankfort is a very dog friendly town. B's is located in the Mucci building near the corner of St. Clair.

A few KHC staff members are big fans of the new Pollo Bandido! Located in the former Magee's bakery building.



This is one of my favorite photos of Frankfort by Gene Burch and I just wanted to share. See if you are able to find it in person while you are here in February.

Exciting news for the Covington area!

Historic Preservation Courses Now Offered at Gateway's Covington Campus

Six courses are currently scheduled for 2017. Students will learn the basics of historic preservation theory and practice, to photograph the architecture of historical landmarks and to assess condition and create a rehabilitation and maintenance plan for historic sites, focusing on the craft and artistic skill of historic preservation. Courses will be taught by [Beth Johnson](#), the former Covington historic preservation officer who now works in a similar capacity at the City of Cincinnati, and [Steve Oldfield](#), the local entrepreneur and filmmaker known locally for such works as the COV200 Covington bicentennial documentary.

"These are the types of educational experiences that we love to provide for our community," stated Gateway President Dr. Fernando Figueroa. "Not only will students learn an important skill, but they will help preserve the heart and soul of our community in so many ways."



Watch for our annual publication in the [Murray Ledger & Times](#) soon! It's all about the farmers market. If you can't wait, you can check it out on our website at <http://www.murraymainstreet.org/>



It is always hard to say good-bye to our KHC staff, but sometimes opportunities present themselves that you just have to take.



Rachel Kennedy has been named the new President and CEO of the Olmsted Parks Conservancy. This is quite an honor as these are significant historic spaces in Louisville where Rachel resides. Below is a little about OPC.

The early 20th century witnessed the flourishing of parks in Louisville, thanks to the grand designs of [Frederick Law Olmsted](#), the Father of American Landscape Architecture, and his sons who followed him. Eventually 18 parks and 6 parkways were completed under the direction of the Olmsted firm. Their influence permeated the developing city, including designs for civic institutions (the grounds of the public library and the University of Louisville campus are examples, as well as the landscapes of many private homes) Learn more at www.olmsteadparks.org

Rachel will be sending out something to KYMS directors later this week. We wish her all the best and know that we will see her around.

Did you know you can listen to our own Tony Pence, Morehead, every Saturday on WMKY Morehead State University? Tony is the voice of the Bluegrass Railroad Radio Show every Saturday at 3:00. You can listen in at <http://wmky.org/#stream/0>

He also has a CD if you are so inclined <http://www.tonypence.com/buy-tony-pence-music/>



Big news for Middlesboro

Shoffner & Mars, LLC to purchase the Middlesboro Days Inn. \$1 Million plus renovations planned.

(Middlesboro, Ky., January 17, 2017) Shoffner & Mars, LLC is pleased to announce its intent to purchase the Middlesboro Days Inn. With its unique location at 1623 Cumberland Avenue, the 100-room inn will be transformed through a \$1 million plus renovation into a rebranded, trail town lodge, which complements ongoing efforts for revitalizing downtown Middlesboro.

While Shoffner & Mars, LLC already operates the local Sleep Inn and Holiday Inn, (nationally Sleep Inn has been a finalist for 'Inn of the Year' in the Choice system for 3 consecutive years and Holiday Inn has been in the top 10 for two consecutive years), these hotels are usually booked to capacity.

"Tourism in Bell County continues to increase, so renovating the Days Inn into a trail town lodge will not only increase the number of comfortable guest rooms available for tourists, it will add jobs and increase city and county revenue, which boosts our local economy," stated Joy Taylor, director of operations for Shoffner & Mars, LLC and Bell County Tourism Commission board member.

According to Taylor, the Inn will remain open during the renovations. The transition will be seamless. In fact, this week Taylor will be taking applications for additional positions in housekeeping and laundry. For information about applying for these positions, call 606-576-7829.

On the sale of the Days Inn, Dr. Thomas Epperson, III, shared: "The motel has been a part of our family since the late 1970s. I have fond memories of swimming at the pool and eating a 'Topper' from Clancy's poolside. I remember playing football on the lawn at VanBever Motor Court during construction of the new Best Western Motel. Of course, my brothers and I had to pick up trash, mow the lawn and sweep the parking lot before we could enjoy the pool. Those were good times. My Father really cared about the motel; and though selling a family business can be a difficult transition, it's easier when you're selling to friends. We appreciate their vision for the motel as it becomes a part of the Downtown Middlesboro Revitalization effort."

The renovations to the motel, which will begin this month, will be completed in three phases. During Phase 1, 25 rooms will be completely renovated and refurbished to mid-scale standards, which includes new paint, carpeting, furnishings, bedding and HD TVs. Within 60 days another 25 rooms will be renovated.

"Also during the renovations, we will be installing a professional security and surveillance system which will be monitored 24/7 for the safety of our guests," added Taylor.

During Phase 2, exterior improvements and new construction for an office area, fitness room, guest laundry and a private conference room will be completed. Also, another 25 guest rooms will be renovated and refurbished. According to Taylor, the goal is to have the second phase completed by June 30.

During Phase 3, remaining guest rooms will be renovated, some rooms will be redesigned into suites with larger bathrooms; the current registration desk and office will be relocated to the newly constructed office area; and the La Esperanza Mexican Restaurant will be expanded.

And.....look what Garth Brooks is wearing after his concert in Cincinnati! Yes, that says Maysville, Kentucky

